

# Golden Anniversary

Issue of The Pen Prophet 1934

1934 GOLDEN ANNIVERSARY PEN PROPHECY PRESENTED THROUGH THE GENEROSITY OF MR. L. MICHAEL FULLER



1884 - **Waterman's** - 1934

*The World's First Practical Fountain Pen*

# Fifty Years Young

“Time of itself means little; it is important only as it measures accomplishment.”

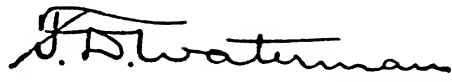
And so, as we look back over the years that have ripened into our Golden Anniversary, we are less mindful of the long span of time that has passed since the founding of the Company by Lewis Edson Waterman, inventor of the first practical fountain pen, and more conscious of what the name “Waterman’s” has come to mean in the industry.

Continuous fidelity to the best interests of the public . . . undeviating adherence to the highest possible manufacturing standards . . . maintenance of trade policies reflecting primary and sincere consideration at all times for the welfare of the trade . . . have built this business to its present great proportions.

In this issue we introduce to our customers a number of the personnel of our organization, as well as picture the premises in which our manufacturing, selling and distribution are conducted throughout the world. We regret that space does not permit of the picturing of our entire staff. However, it is a pleasure to state that altogether 111 have become members of our 21 Year Club and 632 of our 10 Year Club.

Naturally, we are proud of the leading position enjoyed by the L. E. Waterman Company in the industry today—and yet, we value no less highly the many acquaintanceships made during the years that have blossomed into intimate friendships and the loyalty of the many retailers whose cooperation and appreciation of Waterman’s quality and Waterman’s policies contributed so definitely to the company’s success.

To all of our friends whose good will we so deeply appreciate, may we say “Thank you” for the thousands of congratulatory messages sent us on our Fiftieth Anniversary.

  
President

1837

1901



LEWIS EDSON WATERMAN was born on November 20, 1837, at Decatur, Otsego County, New York. He received limited schooling at Decatur and at the age of sixteen moved with his family to Illinois. Here he carpentered during the summer months and, as a result of self-instruction, taught school during the winter months. Later on he was, in turn, a publisher's agent, a teacher of shorthand and then an insurance agent. It was in 1884, while he was selling insurance, that Mr. Waterman saw the necessity for a dependable fountain pen and proceeded to invent the pen that is now known, by his name, around the world. From that time on he was actively engaged in the fountain pen business until his death in 1901.



L. E. Waterman at the age of 22 years



The birthplace of L. E. Waterman at Decatur, New York



L. E. Waterman when he invented the fountain pen

# The Story of the First Waterman's



Those of us who are accustomed to the convenience of the fountain pen for everyday business use and for general correspondence find it difficult to think back a half century to the days when a fountain pen itself was a rarity—and a reliable one absolutely unknown.

Fifty years ago the pen and ink writing equipment of the western world consisted of metal nibs—usually made of steel—set in commonplace or elaborate pen holders. Although attempts had been made to create a fountain pen ever since the steel nib superseded the goose quill in the early

1800's, no satisfactory solution to the problem had been arrived at. And to write meant the necessity of an inkwell—and constant dipping . . . dipping.

It was easy enough to build a pen with a reservoir that would hold an ink supply (in fact, there were various so-called fountain pens offered to the public) and the filling of a pen was not a problem in those days. But no pen had been devised that would deliver the ink to the pen point in a continuous flow, starting and stopping as required by the writer.

It remained for Lewis Edson Waterman to construct, and to patent in 1884, the first practical fountain pen.

In the early 80's Mr. Waterman was selling life insurance in New York City. Solicitors were plentiful and prospects few—the most active agents "bringing home the bacon." Mr. Waterman being a most active solicitor and believing in "striking the iron while it was hot" was prepared to sign his prospects where, when and how he found them. All applications had to be signed with ink and to provide for this purpose, he carried with him an ordinary dip pen and a vial of ink.

This plan worked smoothly for some time—but there was a constant danger of ink ruining his clothes or important papers. So he decided to discard the dip pen and tried out one of the "fountain pens" of the day.

Shortly after possessing himself of a fountain pen there came a time when a promised large policy was to be signed. With the application filled out and only the signature of the man to be filled in, Mr. Waterman went forth to find his prospect. Locating his man, he was tendered the application and the fountain pen with which to affix his signature.

But alas! The pen, instead of recording the signature and assuring Mr. Waterman a large policy and commission, chose to flood ink all over the document—thereby ruining in one fell swoop the application and the prospect's temper as well.

Mr. Waterman hastened to prepare a duplicate application—but a rival agent, having in the meantime reached the prospect, secured the business.

Thoroughly disgusted with the costly behavior of his fountain pen Mr. Waterman determined to use his natural mechanical talents and devise a *real* fountain pen—one that he could depend upon at all times.

Mr. Waterman realized that regulation of the ink flow was the problem to be solved. After a study of

existing fountain pen patents and models then being sold, he decided that a successful application of the principle of capillary attraction would solve his problem—and his main efforts were concentrated on devising a feed that would embody this principle.

Mr. Waterman knew that his feed—to be successful—must not only provide a channel or channels to conduct the ink to the pen point but must also permit an intake of air to control the ink flow.

Experiment followed experiment. One feed after another was discarded.

Finally he decided to saw two small fissures in the floor of a shallow, square channel—a fissure alongside each wall—his reasoning being that the fissures would provide for the ink flow, while the space above the fissures would admit the necessary air—thus allowing the ink and the air to flow in opposite directions at the same time.

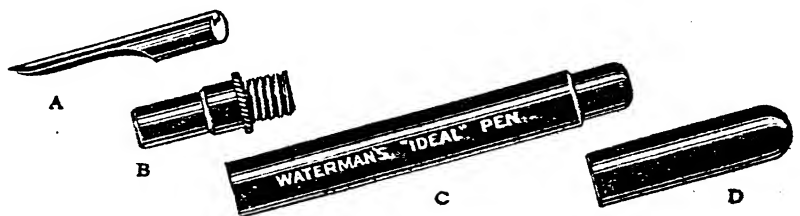
The new feed was tried out. It was a success! A little later on—to further perfect the feed—Mr. Waterman added the third fissure—this time in the middle of the main channel. And it was because of this famous fissure feed, which made fountain pens practical, that Lewis Edson Waterman was allowed his United States Patent on February 12th, 1884.

The original Waterman's was designed for Mr. L. E. Waterman's personal use, but it functioned so perfectly and seemed to be so widely needed that his friends induced him to give up the life insurance business and devote his entire time to manufacturing and selling his fountain pen. Thus was born the fountain pen industry—a business that Mr. Waterman was actively engaged in until his death in 1901.

The first Waterman's factory was a kitchen table in the rear of a little cigar store at the corner of Fulton and Nassau Streets, New York City, where the pens were all made by hand at the rate of about 200 pens a year. To each purchaser Mr. Waterman gave a written and personally signed guarantee against any defects in his pen. Today, a half century after the invention of the pen, it requires the output of three large modern factories to supply the demand for Waterman's products that comes from every quarter of the civilized world.

Naturally, it is impossible for us to issue a written and personally signed guarantee to each of the millions of people who purchase a Waterman's today—but, as in 1884, each Waterman's is skillfully made of the finest raw materials and each is fully guaranteed against all defects.

And it is also interesting to note that the original three-fissure feed devised by Lewis Edson Waterman functioned so perfectly that its principle of ink control remains unchanged and is used on all fountain pens made throughout the world today!



Various Parts of Mr. Waterman's First Fountain Pen  
(A) ink feed; (B) "neck" or grip section; (C) barrel or holder; (D) cap





L. E. WATERMAN, Jr.  
*Vice-President*



FRED S. WATERMAN  
*Secretary*



FRANK D. WATERMAN  
*President*  
since the death of  
the founder in 1901



CLYDE H. WATERMAN  
*Sales Division*  
Chicago Office



FRANK D. WATERMAN, Jr.  
*Treasurer*

OFFICERS  
AND SALES EXECUTIVES  
OF THE  
L. E. Waterman Co.  
1934



EDWARD J. KASTNER  
*Sales Manager*



RICHARD A. BENOY  
*Auditor, Assistant Treasurer*



EDGAR P. SPARKS  
*Manager, San Francisco Office*



WILLIAM B. TAYLOR  
*Manager, Boston Office*



CHARLES A. GRANATH  
*Ass't Sales Mgr., New York Office*



JOHN H. KILLOUGH  
*Sales Division, New York Office*

# Sales Policies That Protect the Dealer

The L. E. Waterman Company has consistently operated on a principle that the interests of the dealer and of the consumer must be put ahead of its own.

The company's first obligation towards this end was to make as good a fountain pen as it was possible for human hands to fashion.

The next step was to put into actual practice definite policies calculated to best protect the interest of the dealer in his sale of Waterman's merchandise—policies that are still rigidly adhered to.

Specifically, some of the most important policies are:

No sales to mail order houses under any circumstances.

No private brand merchandise.

No "cheap" merchandise for sale at "cheap" stores.

A minimum of new styles and colors consistent with a normal demand.

Maintenance of a fair profit for all dealers—and the establishment of a Profit Sharing Plan for those dealers who desire to increase their rate of Waterman's Profits.

No "free deals."

No "specials."

No "industrial discounts."

No "liquidation sales."

Co-operation with dealers through a Stock Control Plan to speed up turnovers and to prevent inventories being increased to an excessive degree.

Also there are specific Waterman's policies to safeguard the interests of the *consumer*.

Every Waterman's that was ever bought was backed up by a guarantee of perfect manufacture and perfect writing service—and they still are.

Through Waterman's Seven Point Test every man, woman and child can secure a point precisely suited to his or her handwriting.

Through Waterman's Stock Control the selected point can then be had in any size or priced Waterman's Pen that is preferred.

Waterman's has never considered a sale closed until the customer was thoroughly satisfied and will exchange a pen point until the customer is suited in every way.

Waterman's advertising always adheres strictly to the truth and a reader can rely on every promise being fulfilled by the dealer or ourselves.

## Waterman's Sales Department

### NEW YORK OFFICE

Edward J. Kastner  
Charles A. Granath  
John H. Killough  
Clyde H. Waterman  
Martin I. Donnelly  
Walter E. Morris

### FAR WEST

Edgar P. Sparks  
Isaac W. Hankins  
Joseph A. Graham  
Cecil D. Gadsden  
Joseph A. McHenry  
Charles L. Larsen  
Lloyd E. Stang

### MID WEST

John N. Marley  
Megler V. Elligen  
Samuel P. Hawkins  
Herbert L. Kremer  
Ernest J. Kraemer  
Charles A. Reynolds  
James A. Smith  
John W. Stewart

### SOUTHERN

Edwin C. Westervelt  
John J. Lonergan  
John Blanken  
Frank Palmer  
John S. Pollock  
John MacGregor

### NEW ENGLAND

William H. Taylor  
Elihu B. Clark  
Willis W. Lefavour  
Joshua T. Snow  
Charles A. Ashland  
Franklin Fellows  
A. B. Keirstead  
Alban J. Goulpie  
John F. Downey

### MIDDLE ATLANTIC

William H. Forshaw  
James B. Watson  
Edward G. Arends  
Charles Braun  
Joseph Moloughney  
Thomas A. Mahoney  
William Gordon  
George Leonard  
Dan B. Huson  
Irving M. Ferris  
Norman Van Ness

### NEW YORK CITY

Robert Walker  
Stewart Aitken  
Harry F. Neville  
George Stepner  
James E. Montoux  
Jack Neugebauer  
James B. Fisher  
William A. Valley  
George Doherty  
George Runz  
George W. Lipp

### EXPORT

Mack Olsen  
James V. Pope  
Roscoe C. Ackerman

While the above policies are of first interest to the customer, they are equally helpful to the dealer in his sales of Waterman's.

Under Waterman's Profit Sharing Plan mentioned above, the dealer is offered a special inducement for employing good business methods in running his Waterman's business—for not carrying too big an inventory. It has never been our desire to "load up" the dealer with a big stock which may take him a long time to dispose of. Rather, he should carry a pen investment comparable to his business and reorder in accordance with his turn-over.

The best evidence that Profit Sharing is advantageous for the dealer is the fact that a large majority of our most successful dealers are operating under the plan.

Another big help to the dealer is Waterman's Stock Control Plan, which allows the dealer to enjoy a larger and more profitable pen business by maintaining a properly balanced Waterman's stock. By a "balanced stock" we mean a stock of pens that has no deadheads—a stock with no big gaps.

It sets up a stock with an assortment of styles, points and prices varied enough to satisfy every customer's reasonable demand—and not a stock burdened with unpopular, slow-moving numbers.

The dealer knows, at all times, numbers that are moving rapidly and those that do not.

A further help to the dealer and customer alike are our Service Stations located at strategic points, viz., New York, Boston, Chicago, San Francisco and Montreal. Here repair service is available for dealers or the public and pen points are exchanged as required.

Dealers are assured quick delivery of needed styles from a convenient supply. In the case of local dealers, they secure many sales that otherwise would be lost but for a Service Station selling for their account styles that the dealers do not carry. For instance, our Service Stations display a full line of Waterman's Desk Sets, in an attractive setting, where a dealer can bring his prospect and let him or her make their own selections. This often results in sales of one or more desk sets at much higher prices than originally contemplated by the customer.

In summary, it can be truthfully said that Waterman's sales policies have always worked for the best interests of the dealers who sell Waterman's Pens and for the best interests of the ultimate consumers who buy them—and, therefore, these policies will continue to be the cornerstone upon which our business rests.

# Waterman's Manufacturing Executives



WALTER RANDALL  
Seymour, Conn., Factory



G. LARSEN  
Newark, N. J., Factory



LOUIS JUSTER  
St. Lambert, Que., Factory



GEORGE K. WARNER  
Newark, N. J., Factory

## The Canadian Organization



FINLAY D. CHISHOLM  
Toronto Office  
L. E. Waterman Co., Ltd.



FRED G. McCONNELL  
Secretary, L. E. Waterman Co., Ltd.  
Montreal



JOHN C. COOKSON  
Sales Manager  
L. E. Waterman Co., Ltd.

## Heads of Some Other Important Departments



ROBERT C. LIDDELL  
New York Service Store



JANE DEWITT, *Ass't Secretary*  
Secretary to the President

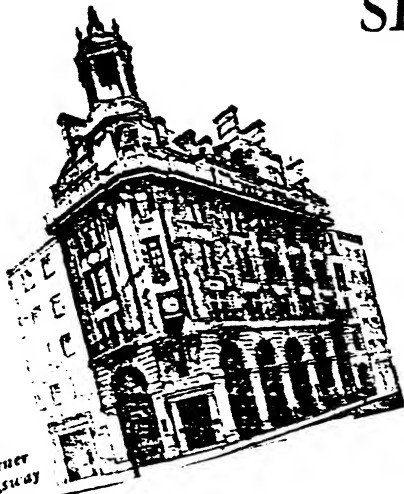


WILLIAM H. KERNAN  
Export Department

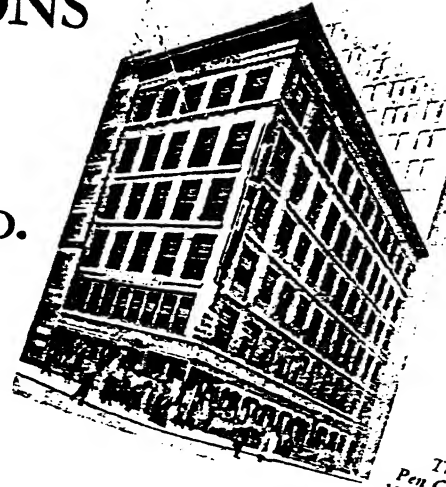


LOUIS EVERLING  
Credit Department

# SERVICE STATIONS AND FACTORIES L. E. Waterman Co.



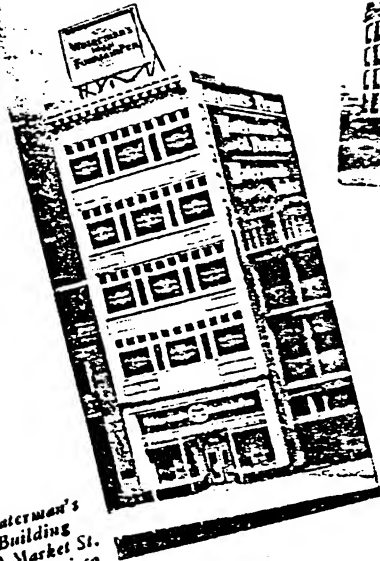
The Pen Corner  
41 Kingsway  
London



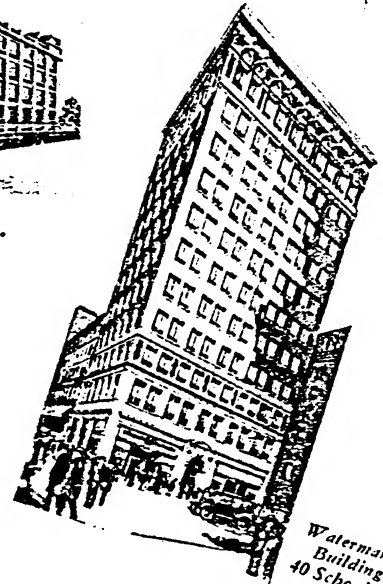
The Pen Corner  
191 Broadway  
New York



United States Factory, 140 Thomas St., Newark, N. J.

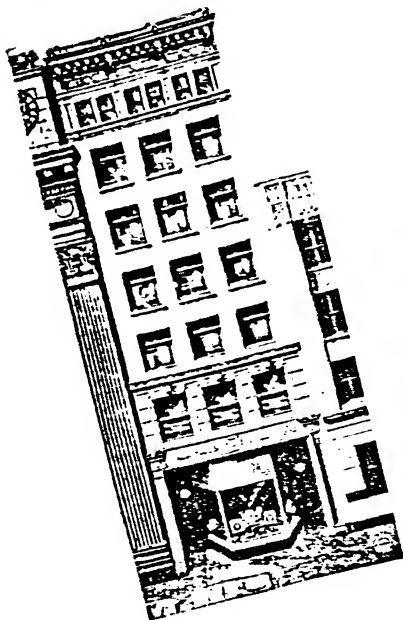


Waterman's Building  
609 Market St.  
San Francisco

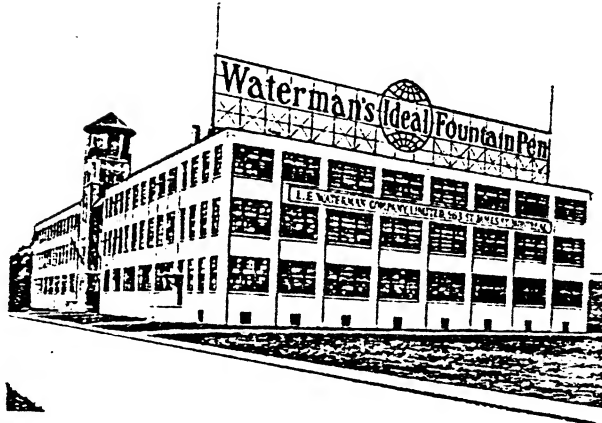


Waterman's Building  
40 School St.  
Boston

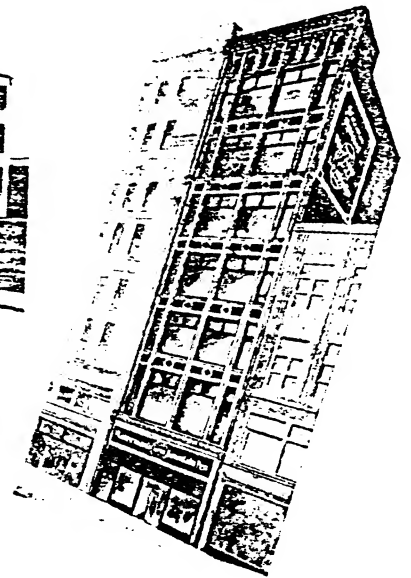
These Service Stations and Factories are located so as to best serve the constantly increasing demand for Waterman's products that comes from every part of the world



Waterman's Building  
263 St. James St.  
Montreal



Canadian Factory, St. Lambert, Quebec



Waterman's Building  
129 South State St.  
Chicago



# Waterman's of the Past 50 Years

Note—in the detailed description below of the pens shown on the following two pages—that many of the recently announced innovations in fountain pen design, such as the desk pen, the taper cap, the hexagon holder, the sacless self-filler, the transparent barrel, etc., were introduced by Waterman's many years ago.

No. 1. The world's first practical fountain pen invented by Lewis Edson Waterman in 1884. This pen contained Mr. Waterman's three-fissure feed which utilized the principle of capillary attraction and solved the problem which had made other fountain pens impractical. This pen is truly "the Daddy of Them All", as the fissure feed is employed in every fountain pen made today.

No. 2. Second type of pen made by Mr. Waterman. The only difference from the original is found on the grip section where the ridge shown on the first pen has been eliminated and a taper substituted which is easier on the fingers in writing. This type of pen was made for many years even after the introduction of many of the succeeding pens illustrated. These pens bore the numbers, "2", "4", etc., depending on the size of the nib and the diameter of the holder.

No. 3. The "chased" or engine-turned holder was introduced in 1886 and, like the preceding plain-finished holders, was continued for many years in various designs.

No. 4. This early type of desk pen was first made in 1890, inspired by the type of pen holder commonly in use with the dip pen. It is, however, a fountain pen containing an ink reservoir and fountain pen feed and is especially interesting because it shows that desk pens of this character were made before the turn of the century and are not a comparatively recent development.

Nos. 5 and 6. The taper cap was introduced in 1892. Pens of this sort were numbered "22", "24", etc. One of the models shown has two gold bands representative of the type of decoration used at that time. Pens with caps of a similar shape have been put on the market in the last few years, often with the claim of an original design, whereas the Waterman Company produced them many years ago.

No. 7. Hexagon-shaped holder—1898. This unusually shaped holder with flat sides illustrates an interesting style development. A modern counterpart of the same design has only recently been placed on the market. It is interesting to note the hexagon pen also was made in red, showing that the first pen of a color other than black was made before 1900.

Nos. 8 and 9. These twist design holders were brought out in 1898 and, like the hexagon holder, were steps towards more attractive-looking pens. Twists were made on taper cap pens as well as the original type, and vary from a tight wrapped form to the rather open twist, both of which are illustrated. The latter type was not introduced until 1905.

No. 10. The cone cap dates from 1899. Pens of this sort bear the numbers, "12", "14", etc. About the same time the original feed was made wider to allow for overflow pockets on either side of the groove and fissures. This new feed was called the "Spoon Feed". Its operation was no different from the original feed made in 1884, but the addition of the overflow pockets prevented possibility of pen flooding when the ink reservoir was nearly empty. The pen illustrated shows a clip riveted on the cap. This addition made up the famous Waterman's "Clip Cap" which was brought out in 1905.

No. 11. Waterman's Safety type pen—first made in 1907 and identified by the numbers, "42", "44", etc. The purpose of this model was to provide a pen which could be tightly sealed against any leaking in the pocket. This was accomplished by withdrawing the pen point inside the barrel with the cap screwing on like a stopper on a modern screw cap

bottle. The pen could then be safely carried in any position.

No. 12. Pump type—one of the first of the self-filling pens—1903. It was filled by means of a piston operated from the end of the holder opposite the pen point. Although discarded by the Waterman Company as not being as satisfactory and efficient as their present method of self-filling, it is being reintroduced on the market today. This model also had a transparent barrel so that the amount of ink in the pen could be seen. This feature, too, although discarded by Waterman's because the ink dried on the inside of the holder, rendering the barrel opaque after a short time, is also being reintroduced today.

Nos. 13 and 14. The sleeve type—another one of Waterman's early self-filling models—brought out in 1908. Illustration No. 13 shows sleeve moved down to permit operation of filling device—while No. 14 shows sleeve in usual position. Also, this pen was the first Waterman's model to contain a sac. It was compressed by finger pressure on the metal bar appearing when the sleeve is moved aside.

No. 15. The coin self-filler developed in 1913—a step further in a self-filling model. This model represents an advance over the previous sleeve self-filling pen as the sleeve was done away with and the sac compressed by inserting a coin or metal pocket piece in the slit in the side of the holder.

No. 16. The lever self-filling pen introduced a little later in 1913. Pens equipped with the famous Waterman's box and lever filling device are numbered, "52", "54", etc. Some of the earlier models of this type were numbered, "12 P. S. F.", which stood for "pocket self-filler." The lever model was a further refinement of the previous model as it did not require a coin in order to fill the pen. A lever was provided for this purpose, fulcrumed in a metal box in turn attached to the pen barrel. This is one of the points of superiority of Waterman's self-filling pens as there is no danger of the lever pulling out of the barrel to render the filling device inoperative, as may happen when the lever is pinned directly into the barrel.

No. 17. Waterman's Ripple Rubber—an extremely popular model for many years. Pens of this sort were designated as "No. 01852", etc., and were made in black, cardinal, and mottled black and red. The particular pen shown represents the Ripple Rubber design, an exclusive Waterman's pattern introduced in 1923.

No. 18. The Patrician, first made in 1929, inaugurated the modern styling of fountain pens begun by the L. E. Waterman Company at that time. The clip, band mount, and filling device lever were all made of the same design so that all parts of the pen would harmonize.

No. 19. Waterman's No. 7 Jet with Tip-Fill feed—1935. Waterman's patented Tip-Fill ink feed is the most striking advance in fountain pen construction introduced in years. Because of Tip-Fill's covered channel (as shown on page ten) the pen point need be submerged in ink just deep enough to cover vent, for complete filling. No ink touches the holder—and, therefore, there is no ink to clean off bottom or grip of holder to prevent soiled fingers. No. 7 also is equipped with an individual color symbol on holder to indicate the exact character of its pen point, as based on Waterman's famous Point Selection Tray from which may be quickly chosen a point to suit any style of handwriting or business requirement.

# Fifty Years of Style Changes in

# 1884

No. 1  
The world's  
first practical  
fountain pen,  
1884.

Waterman's  
original  
"three-fissure"  
ink feed.



No. 2  
Waterman's  
second model.

No. 4  
An early type  
of desk pen,  
1890.

No. 3  
The "chased"  
holder intro-  
duced in  
1886.

Nos. 5 and 6  
Two types of  
tapered pens,  
1892.

Two types of  
twist holders.

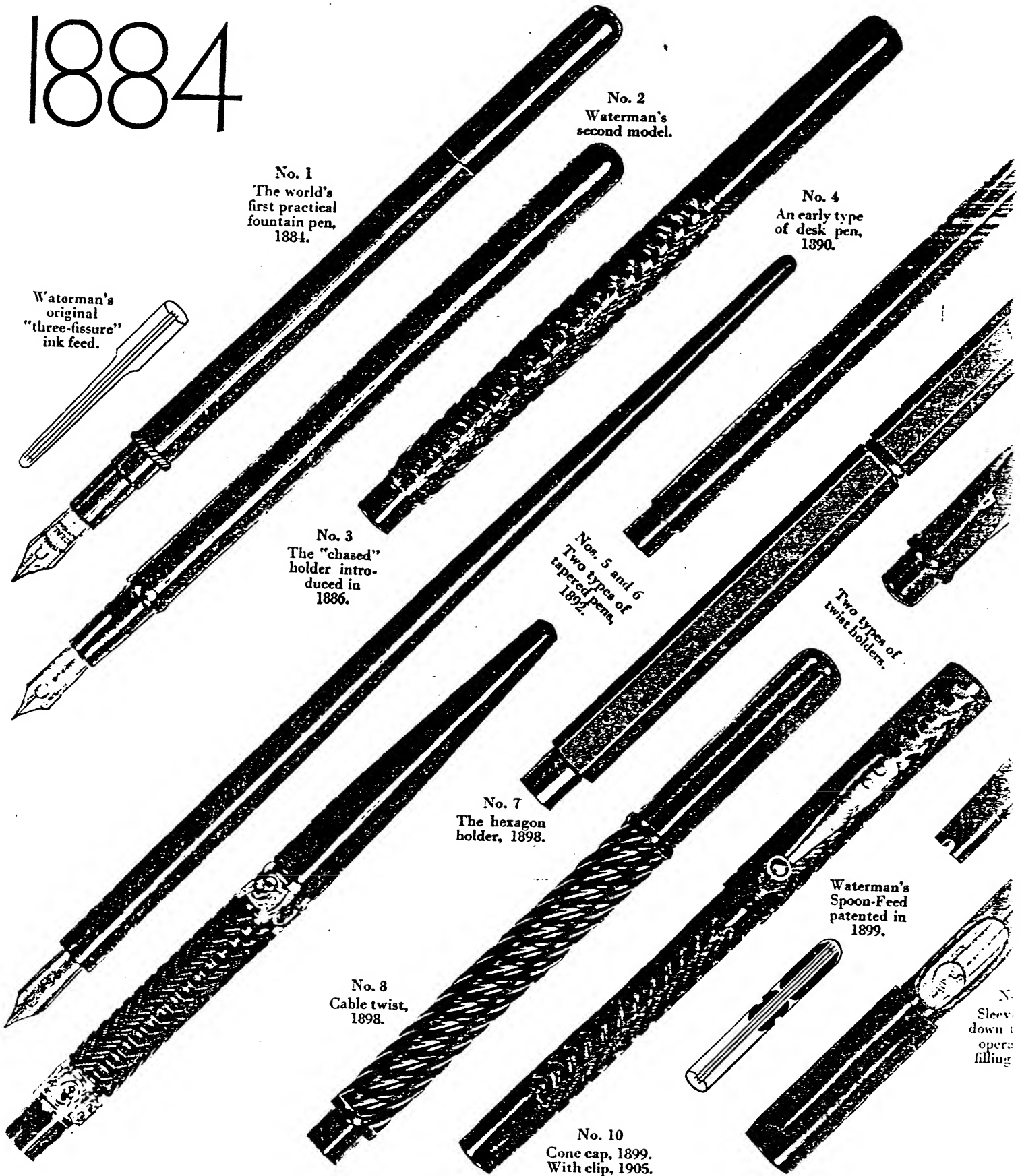
No. 7  
The hexagon  
holder, 1898.

No. 8  
Cable twist,  
1898.

Waterman's  
Spoon-Feed  
patented in  
1899.

No. 10  
Cone cap, 1899.  
With clip, 1905.

No. 9  
Sleeve  
down i  
opera  
filling



# Waterman's Ideal Fountain Pens

No. 9  
Hexagon twist,  
1905.

No. 11  
The "safety type"  
developed in 1907.

No. 12  
The "pump  
type" self-  
filler, 1903.

No. 14  
Sleeve in  
position.

No. 16  
The "lever  
type" self-  
filler,  
1913.

No. 18  
The Patrician—typical of  
Waterman's modern styling.

The "sleeve  
type" self-  
filler, 1908.

No. 15  
The "coin  
type" self-  
filler,  
1913.

No. 17  
The popular  
Ripple Rub-  
ber model  
introduced  
in 1923.

No. 19  
No. 7 Jet  
with Tip-  
Fill Feed.

Waterman's  
very latest  
ink feed—  
Tip-Fill.

# 1934

# The Waterman's Pen of Today



This magnified view of pen tip shows the large amount of iridium in the form of a smoothly polished ball, strongly backed up by the gold

When Lewis Edson Waterman perfected the first practical fountain pen in 1884, he gave to the world an article of universal need. And he built into this original Waterman's the essence of enduring excellence—a quality that has characterized every other Waterman's built during the last fifty years.

As is well known, it was Mr. Waterman's three-fissure feed that made his first Waterman's a practical fountain pen and resulted in the establishment of the fountain pen industry.

Mr. Waterman at the start of his business wisely laid down the principle that no fountain pen was better than its point—and saw to it that each pen bearing his name not only had a perfectly made point but one that was suited for the handwriting of its purchaser. And because this policy has steadfastly been maintained by the L. E. Waterman Co. can be credited most of the present world-wide preference for Waterman's Pens.

Naturally, as time went on many innovations in fountain pen designs were devised. Those that seemed to promise greater convenience and ease of writing were embodied in Waterman's Pens. On the preceding two pages are shown many of these innovations and just when they were introduced on Waterman models. Some of these innovations which really did make Waterman's a better writing instrument were retained. Others that failed to "make good" were discarded.

Thus, it can be truly said that the Waterman's of today has every worth-while improvement—and none of the many gadgets of doubtful value that have recently been introduced—some of which were tried out by Waterman's and discarded years ago.

All Waterman's nibs are 14 kt. gold, tempered, shaped and ground by craftsmen skilled through years and years of experience. A microscopic examination of the tip of a Waterman's nib will reveal that it is perfectly symmetrical—that it has an unusually generous amount of iridium—and that this iridium tip has been ground to a mirror smoothness. It is this meticulous care in the making of a Waterman's nib that assures its splendid writing quality.

Not only are Waterman's perfectly made points but they are offered in a range of writing actions from which anyone can secure—through Waterman's Seven Point Selection Tray—a point to precisely suit his or her handwriting.

Now—as always—a Waterman's has the most efficient ink feed of any fountain pen—assuring constant, perfect control of the ink flow. While the principle of Mr. L. E. Waterman's three-fissure feed has never been changed on a Waterman's Pen, the introduction by us in 1899 of our Spoon Feed was an important step forward in perfect ink control. The advantage of the Spoon Feed lies in the fact that it has a series of shallow cups which act as temporary receptacles for any possible overflow of ink caused by any reason whatsoever. It is because of

this perfect feed, that a Waterman's writes instantly upon touching the paper and continues to write without skipping or flooding until the very last drop is used up.

Only in a Waterman's can you secure the patented "Tip-Fill" that allows the pen to be completely filled with its point in ink just deep enough to cover vent hole. No ink touches the bottom of the holder. There is no ink to soil your fingers. And, naturally, because no ink has touched the holder you are spared the usual after-filling cleaning.

Those who have tried some of the new filling devices used on various makes of fountain pens of today know that a Waterman's also has the most simple and efficient filling device of any pen. On a Waterman's there are no parts to remove. There is no pumping or twisting. You simply raise the lever. Then snap it back into place and—presto!—your Waterman's is completely filled with enough ink for days and days of writing.

And from the accompanying sketch you will also note that a Waterman's is not cluttered up with filling "machinery" but that its interior is entirely filled with a large rubber sac that holds an unusually liberal supply of ink. The ink sac itself—being made of live rubber and *not* subject to strains and pulls—will last for years and when a new one is needed it is a simple, inexpensive replacement that can be handled by any fountain pen dealer.

Because of a Waterman's simple filling device and feed, it may be completely emptied or filled by one stroke of the lever—thus making it the easiest pen to clean as well as to fill.

The barrels and caps of Waterman's pens are made of unbreakable material to prevent damage if accidentally dropped. The different models come in a variety of attractive colors, suiting almost any taste or color preference.

The metal mountings are made with the proper finish to match the color of the holder in each case. All parts are carefully designed, carrying out the same style of ornamentation so that each pen is a harmonious whole.

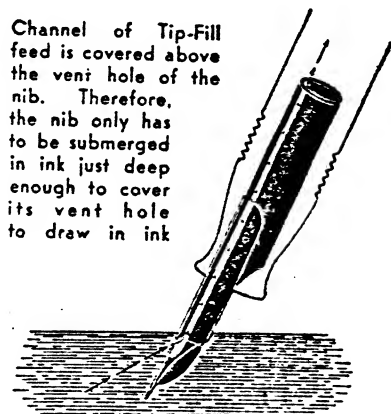
Since a perfect writing instrument must be comfortable to the hand, much attention has been given to the shape, weight and balance of each pen. Furthermore, there are a variety of sizes offered so that all hands, whether large or small, can be properly fitted. The Waterman's line is priced within the reach of all—the standard models ranging from \$2.75 to \$10.00, although more elaborate pens can be had at even higher prices.

Regardless of the price of the pen, however, each Waterman's is made with the same care and skillful workmanship, and, like the first Waterman's of fifty years ago, is a truly practical pen.



Note simple filling device and large interior area completely filled by sac

Channel of Tip-Fill feed is covered above the vent hole of the nib. Therefore, the nib only has to be submerged in ink just deep enough to cover its vent hole to draw in ink





# Do You Old-Timers Remember When ...



our New York headquarters were at

- 136 Fulton Street, in the beginning.
- 10 Murray Street, later in 1884.
- 155 Broadway, in 1885.
- 157 Broadway, in 1893.
- (Office and staff pictured at left).
- 173 Broadway, in 1902.

And now at 191 Broadway since 1917

Waterman's Pens were made in

The first factory at Seymour, Conn.  
(shown at the right) in the beginning.

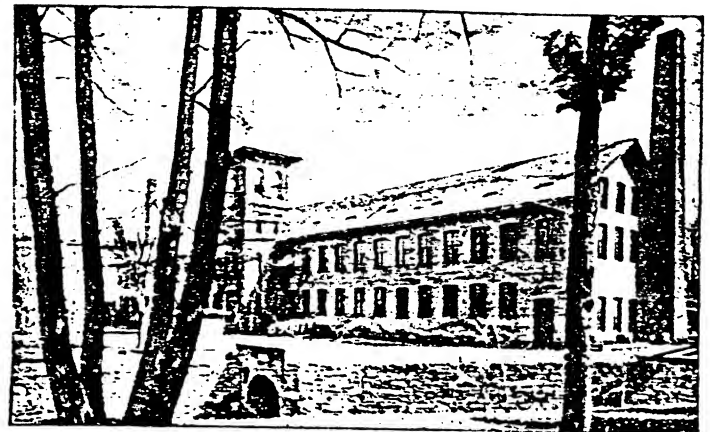
And now still at Seymour in new modern plant

Gold pen factory at Rose and Duane Sts., N.Y.C., 1904.

Factory at 34 Fletcher St., N. Y. C., in 1910.

Larger factory at 163 Front St., N. Y. C., in 1915.

And now at Newark, N. J., since 1921



our Chicago headquarters were at

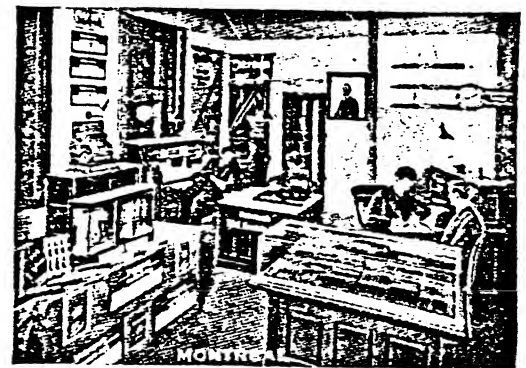
- 175 Wabash Ave., in 1890.
- 160 State St., in 1904.
- (Store illustrated at left)
- 209 State St., in 1906.
- 189 Clark St., in 1910.
- 115 So. Clark St., in 1911.

And now in Waterman Building, 129 South State Street, since 1920

our Boston headquarters were at

- 38 Bromfield Street, in 1894.
- 19 Bromfield Street, in 1899.
- 8 School Street, in 1902.
- (Interior of store shown above).
- 24 School Street, in 1913.

And now in Waterman Building, 40 School St., since 1925



our Montreal headquarters were at

- 107 St. James St., in 1904 (Office shown above).
- 136 St. James St., in 1905.
- 123 St. Francois Xavier St., in 1910.
- 107 Notre Dame St., West, in 1911.

And now at Waterman Building, 263 St. James St., since 1917

our San Francisco headquarters were at

- 123 Grant Ave., in 1900.
- 138 Montgomery St., in 1903.
- (Interior illustrated at right).
- 18 Geary St., in February, 1905.
- 961 Broadway, Oakland, Calif., in May, 1906.
- 742 Market St., San Francisco, in June, 1906.
- 734 Market St., in 1909.
- 17 Stockton St., in 1910.

And now at Waterman Bldg., 609 Market St., since 1926



# WATERMAN WATERMAN



Plumas Waterman para todas las fortunas.  
Una pluma Waterman para cada mano.



## The Sun Never Sets on Waterman's Dealers

Travellers returning from abroad have often expressed surprise at having seen a sign announcing the sale of our merchandise in some out of the way corner of the globe. Today—as for many years past—Waterman's products are available to the writing public in every country where international trade is permitted. The first of fountain pens is as well known in many countries as at home—for a Waterman's in truth writes in any language.

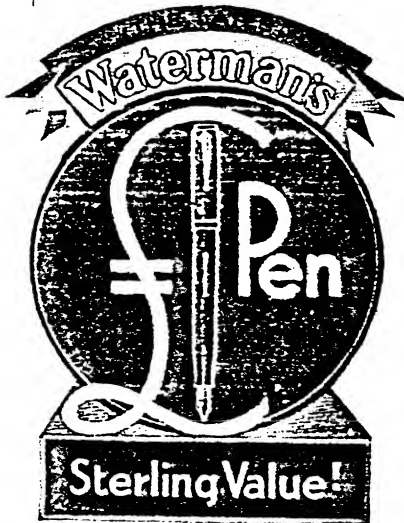
In the world-wide sale of such a product, local preferences must be catered to. Thus in many countries spe-

cial pen points must be supplied to care for the characteristics of the native handwriting. Nevertheless, Waterman's are sold the world over, assuring writing satisfaction to all civilized peoples. Our service stations at principal centers give assurance that whatever aid may be required by the voyager's pen can be readily had in any quarter of the globe.

In this anniversary issue we wish especially to convey to our dealers in other countries our appreciation of their loyal interest and support.

### SERVICE STATIONS ABROAD

- "The Pen Corner," 41 Kingsway, London, W.C. 2
- 6 Rue Monsigny..... Paris
- 14 Rue de Pont Neuf..... Brussels
- 19 Lowenstrasse..... Zurich
- Via M Camperio 9..... Milan
- Calle Balmes 75..... Barcelona
- Zieglergasse 32..... Vienna VII
- Vitkova ul 8..... Prague, X
- Kacza 7..... Warsaw
- 105 Clarence St., Sydney, N.S.W., Australia
- 168 Edward St., Brisbane, Queensland, Australia
- 449 Little Collins St., Melbourne, Vict., Australia
- Wyndham St..... Auckland, N. Z.
- 116 Wakefield St..... Wellington, N. Z.
- 19 Bedford Row..... Christchurch, N. Z.
- Casilla 2358..... Buenos Aires



# Some Other Waterman's Products

## Waterman's Inks



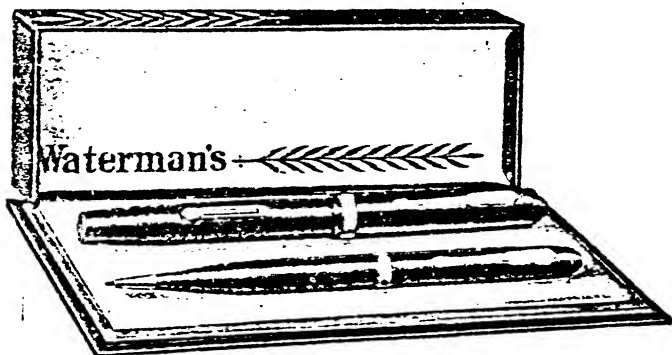
Waterman's Ideal Inks are absolutely the best for a fountain pen and for general use. They are uniform in colors and consistency and are free from clogging sediment.

All Waterman's Inks may be had in various sizes, the larger containers being equipped with a patented "pour-out" enabling the ink to be poured in a continuously controlled stream into smaller receptacles as needed.

Waterman's Blue Black and Jet Black Inks are permanent, non-fading record inks. They have no equal for use on bank checks, office records or legal and other important documents where it is essential that the writing be preserved in a permanently legible state.

There are also Green, Red, Violet and Blue Inks made for fountain pen and general use in both office and home.

Waterman's Correspondence Inks are made in six other beautiful colors and sold in attractively designed bottles for use on a Secretary or Library table. They are particularly popular with those who follow the vogue of matching their tinted stationery with a complementary shade of writing ink.



## Waterman's Pencils

For every Waterman's Fountain Pen there is a perfectly matching Waterman's mechanical pencil built with the same exacting care that characterizes the manufacture of a Waterman's Pen.

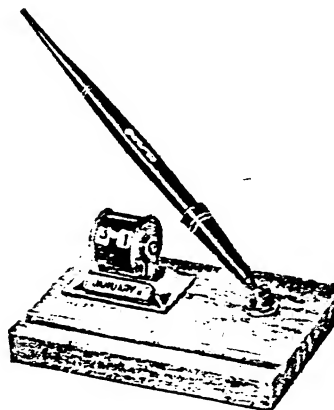
Each pencil is equipped with a most efficient propel-repel-expel device which allows lead to be extended or pulled back by turning the tapered point section. It also operates a plunger which can be extended to the extreme tip of metal point to expel all lead and thus assure a clean lead channel for refilling.

The improved Waterman's method of holding the lead rigid eliminates that lead movement encountered in so many pencils.

Each Waterman's Pencil is provided with a serviceable eraser and a supply of leads—easy access to which is secured by unscrewing cap of pencil.

We also offer for sale Waterman's Pencil Refills—a metallic square tube containing twelve (12) highest grade H. B. leads and an eraser. These refills come in three sizes—one size for each of the three different types of Waterman's Pencils.

## Waterman's Desk Sets



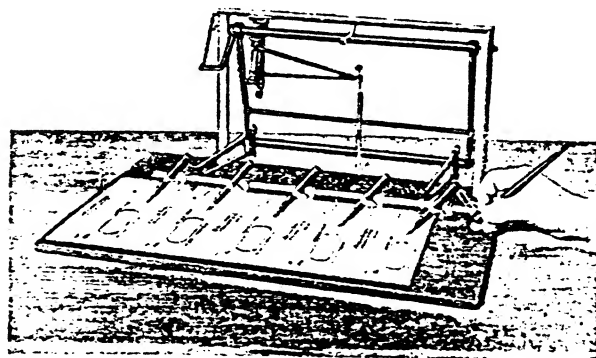
Waterman's Desk Sets fill a most important role in the promotion of efficient writing. They are made in a wide variety of beautiful designs for offices and homes. Others are equipped with mountings especially appropriate for useful and ornamental trophies or prizes.

Pens are Waterman's self-filling type and, of course, may be had with a point to suit the purchaser.

The pen sheath does not touch the nib but fits snugly around bottom of holder—forming an air chamber that not only protects the nib but keeps it in a moist condition ready for instant service.

The construction of the sheath which prevents ink reaching the grip section of the pen makes it the cleanest and most satisfactory for use on any desk set. The sheath may be turned in any direction—there being just enough tension to hold it exactly where it is placed.

Bases are made of the very finest of imported and domestic marbles and onyx—being shaped and finished by skilled artisans in the Waterman factory.



## Waterman's Signagraph, Jr.

Waterman's Signagraph, Jr. was devised to save the valuable time of busy executives whose legal written signatures must appear on a great number of checks, bonds, etc.

It is a thoroughly practical, non-complicated instrument equipped with five (5) Waterman's Fountain Pens that simultaneously and perfectly sign five documents in the time that it takes to sign just one check in the usual way.

Signagraph, Jr. compactly folds and fits into a handsome wooden case with lock and nickel-plated handhold. This locked case can be shipped without the slightest damage to the enclosed Signagraph, Jr.

Many of the largest business organizations in the country—including numerous United States Government Bureaus—find that Signagraph, Jr. performs a most valuable service in the multiple legal signing of dividend and pay checks.

# In Recognition of Remarkable Records



JOHN N. MARLEY  
Chicago—37 years

ALBERT J. TULLY  
New York—44 years



HENRY V. TERHUNE  
New York—36 years



ELIHU BAKER CLARK  
New England—37 years

Great as was Mr. Waterman's invention of the fountain pen, this company could never have reached its present size and position without the loyal cooperation and efficiency of its employees. To the men and women who have labored during the past fifty years in the factories, in the various offices, and on the road belongs much of the credit for the development and present success of the L. E. Waterman Company.

We are proud of the faithful service they have given—of the interest they have maintained in the welfare and upbuilding of the organization. Probably no better testimony to this

can be found than the record of their employment. Coming to us for almost their first jobs, many have remained with us through the years, content in finding here their life work.

There still remain with the company thirteen employees who first reported for work before 1900—from 34 to 47 years of service each. Four of these Waterman's veterans are shown above. The Waterman Ten Year Club to-day boasts a membership of 420, and below we have listed the names of our present 89 employees who have celebrated their 21st Anniversary with the company.

Lewis E. Waterman  
Frank D. Waterman  
Albert J. Tully  
Edward John Kastner  
Jane De Witt  
Robert C. Liddell  
William Hill Kernan  
Elihu Baker Clark  
John Nelson Marley  
William A. R. Nisbet  
Henry V. Terhune  
Edgar P. Sparks  
George K. Warner  
Martin I. Donnelly  
Robert D. Walker  
Stewart Aitken  
Anna Møye  
William C. McKinley  
William H. Forshaw  
James L. Mullin  
William L. Riemann  
William Baker Taylor  
Louis Juster  
Otto Richter  
Fred S. Waterman  
Clara E. Bell  
John D. Sloan  
Charles A. Gleisten  
Samuel P. Hawkins  
Gabriel Larsen  
Charles Peet  
Fred L. Garbade

Charles E. Sexton  
Andrew Lanzer  
Clarence Lanzer  
Robert G. Briggs  
Frederick G. McConnell  
Clarence C. Reed  
Peter J. Smith  
William A. Ebert

Edmund Lund  
Genevieve Stone  
Julia M. Kenna  
Sophie Circle  
John Blanken  
Alois Fisher  
James Bennett  
James Watson

Joseph Herve Leroyer  
Robert Ernest Dickson  
Mary C. Orff  
Rudolph Ziegler  
Albert F. Ratz  
Edward H. Brummer  
Samuel James Waddell  
Edna Mae Whitney

Isaac Woodin Hankins  
Finlay D. Chisholm  
James Brady  
William Beckhope Pratt  
Mary Dickinson  
Charles F. Chevigny  
Harry Barnett  
Joseph A. Graham  
Leon White Apjohn  
Adam Eberhard  
Cecil Gadsden  
Kathryn Margaret Dolan  
Jacob Van Nostrand  
David McKinley  
Frank J. Cardonnier  
Philip Dolfini  
Florence Watson  
Louis Ewerling  
John E. Eccles  
Charles A. Granath  
Ashton Greene  
Arthur Lendle  
Adrien Narbonne  
Horace White  
Edward G. Arends  
Herbert Ernest Allbutt  
James T. Symington  
Jean L. Chaplin  
Minnie Stiliz  
Marion Harris  
Joseph Eder  
Charles F. Braun

No record of the Company on its Fiftieth Anniversary would be complete without a mention of those who labored with us for a long time in building this business to the position it now enjoys, and yet who are not here today to celebrate with us. We miss them all. Our friends among the trade will remember especially our loyal representatives, Thomas C. Keys and William J. Chaplin, and our Vice-President and factory manager, William I. Ferris.



# Highlights of Waterman's Advertising

No one can deny the part which Advertising has played in the development of the fountain pen industry from a few models of a successful invention placed on sale in 1884 to the hundreds of thousands of pens which are sold annually today. The story of how Mr. L. E. Waterman commenced the advertising campaign of his fountain pen, which has since grown to an expenditure of over a million dollars in a single year, is as romantic as the invention of the pen itself.

During 1885 the inventor was selling his handmade product by personal demonstration and word-of-mouth advertising. A customer, Mr. Edward T. Howard, suggested it would pay Mr. Waterman to place an advertisement in the Century Magazine. Mr. Waterman admitted that he would like to advertise but explained he had no money for this purpose. Mr. Howard, as head of his own advertising agency, agreed to carry the account through the fall of 1885 and until the New Year of 1886. So Mr. Waterman sat down and wrote his first advertisement—a facsimile of which is shown below. The results were gratifying, and the campaign that year so successful that advertising has been continued ever since, increasing in volume with the growth of the business.

Mr. Waterman often said he believed his early advertising was effective because of its simplicity of appearance, the conservativeness of his statements, and the sincerity of the appeal.

His one-fourth page magazine advertisements—the popular size of the time—ran almost continuously in Century, Harper's and Scribner's. Almost from the first, unsolicited testimonials from some well-known citizens were used, a practice continued from time to time and used again this year to draw attention to the Seven Point Test.

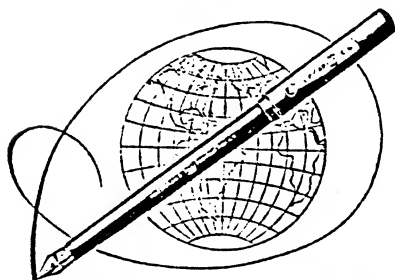
During the past fifty years, our advertising has taken a great many forms, some of the outstanding campaigns being illustrated below. Magazine and newspaper space has been continuously used, aided by car cards, outdoor posters, window displays, circulars, contests, radio, and all kinds of unusual "stunts" to acquaint the public with the merits of Waterman's Ideal Fountain Pen.

An important part of our publicity has concerned itself with the education of our dealers' staffs. The fact that there is much to tell about a fountain pen and the proper way to sell it was early recognized, and in 1900 a mail course of twenty lessons on pen salesmanship was prepared, which was later reprinted in book form.

In all our advertising, whether to the consumer or to the trade, we pride ourselves on the fact that we have never deviated from the principles of honesty and fairness to others that were adopted by the founder of this company.



An early stunt to dramatize the advantages of a fountain pen over dip pens



This advertising symbol helped Waterman's "Make its Mark all around the World"



THE DADDY OF THEM ALL

## Waterman's "Ideal" Fountain Pen.

It uses any good ink, and holds enough to write continuously from 10 to 25 hours.

"It is the simplest and most sensible of all the pocket pens."—*Michigan Christian Advance*, Detroit.

"It never soils the fingers."—*Monist*, Phillips, in *Home Journal*, New York.

"It is always ready, without pounding and shaking."—*E. G. Blackford*, Fish Commissioner, N. Y.

"The ink flows freely, and they do not dirty the fingers."—*Henry Labouchere*, *Editor London Truth*, England.

"Nothing can surpass its honest excellence unless it be the cheerful determination of the Company to make every pen suit its purchaser, however exacting he may be."—*Rev. Thomas K. Beecher*, D. D., Elmira, N. Y.

*Your fountain pen costs less!*

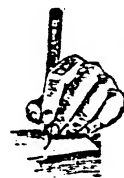
It is warranted to give satisfaction, or purchase money will be refunded. Send for a circular.

**Agents Wanted.**  
Mention THE CENTURY

**The Ideal Pen Co.**  
155 Broadway, N. Y.  
L. E. Waterman, Manager.

The Ideal Pocket for pens and pencils of all sizes, holds from 1 to 6 securely at the same time. It fastens itself, and is easily changed from one vest pocket to another. Price of pocket, nickel-plated, 25 cts.

How Do You Hold Your Pen? A striking way of presenting the story of "A Point for Every Hand"

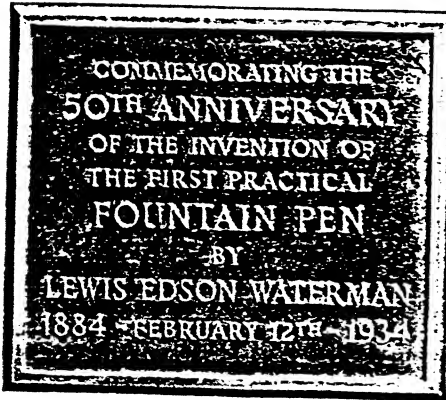


Our first advertisement. This copy, in 2 3/4"x4" size, appeared in the September 1885 issue of Century Magazine to acquaint the world with another step in mankind's progress



The World War Peace Poster, typical of our outdoor postings, which appeared ahead of newspaper extras announcing the signing of the Versailles Treaty

# In Celebration of Our Golden Anniversary



Tablet which was unveiled on our Fiftieth Anniversary, February 12th, 1934, by Federal Judge Walter H. Evans with appropriate ceremonies. The tablet is located on the front of The Pen Corner, 191 Broadway, New York City

One of man's most personal possessions is his fountain pen. If properly selected originally, its holder fits his hand, and the style of pen point suits his handwriting or type of work. So personal is a fountain pen regarded that many will not allow another person to write with theirs—which care is not necessary with some Waterman's points but it *is* a wise precaution with other kinds.

It is easy for us to understand the regard in which many Waterman's—after a number of years of efficient service—are held by their owners—an attachment which grows with the years. A pen accompanies its owner on his travels, cares for his daily writing needs, and shares, by recording, many of his experiences.

Almost from the beginning Waterman's owners wrote to us of their satisfaction with their pens. A few years later a new note was included in many of these letters—a statement of the number of years of service that the pen had given. In recent years the majority have pointed with pride to from 20 to 30 years of use from their pens—with an occasional one with as much as 40 or more.

Very many people have been interested to know if their pen was not the oldest we knew of that was still in use. The repetition of this query has led us to try to find the oldest Waterman's still in use and we have chosen this, our Fiftieth Anniversary year, to make the quest. Through advertisements and window displays we have invited owners of old Waterman's pens to write us of the age and history of their pens. Thus far we have received more than three thousand voluntary replies coming from all parts of this country and Canada and many other countries of the world also. Practically all of these pens are twenty-five years or more old, as we have suggested that age as the lowest in which we would be interested.

We are not yet satisfied that we have located the oldest Waterman's for letters telling about other old timers are still reaching us. However, we are proud of the fact that we have received notice of forty-five pens, each of which is over 48 years old. Twenty-four of these were purchased in 1884 so that, along with us, they will celebrate their Fiftieth Anniversary this year.

A most amazing thing about these old Waterman's is the fact that many have delivered their long years of perfect service without any repairs whatsoever!

Needless to say, the records of these old veterans is a source of great pride and happiness to us and proves the worth of the fine materials and craftsmanship that went into them. With the superior scientific knowledge of today and the improved materials which our factory now has to work with, we are quite confident that our modern pens will make for themselves equally remarkable records and many of them will be on hand to celebrate with us our One Hundredth Anniversary in 1984.



## A Luncheon at London

At the left we show friends and officers of L. G. Sloan, Ltd., Waterman's agents for Europe, Western Asia, and Africa, at a luncheon in London commemorating the 50th Anniversary of the invention of the first practical fountain pen. From left to right, Mr. H. W. Holt, Sec'y British Stationers' Assn.; Mr. Milton V. Ely, Director, L. G. Sloan, Ltd.; Mr. L. Juster of Montreal factory; Mr. L. G. Sloan; Mr. Hobday, Deputy Warden, Goldsmiths' Hall; Mr. F. C. Guildford, Director, L. G. Sloan, Ltd.

# Awards of Merit

Waterman's Ideal Fountain Pens have been exhibited at every important Exposition in this country and at many others throughout the world during the last half century—and, in every instance where awards have been made, Waterman's merchandise has been granted medals of excellence—some of which are shown on this page.

Although the recognition given by these juries of award is very gratifying, we feel that our soundest recommendation lies in the acclaim of the writing public that has made Waterman's the pen preferred since 1884.

## UNITED STATES EXPOSITIONS

- American Institute of Mechanics, New York 1884, 1885, 1886, 1887, 1888 and 1889
- World's Columbian Exposition, Chicago, 1892
- California Midwinter Exposition, San Francisco, 1894
- Cotton States & Internl. Expos., Atlanta, 1895
- Tennessee Centennial Exposition, Nashville, 1897
- Trans-Mississippi & Internl. Expos., Nashville, 1898
- Pan-American Exposition, Buffalo, 1901
- South Carolina Interstate Exposition, Charleston, 1901
- Louisiana Purchase Exposition, St. Louis, 1904
- Lewis & Clark Centennial, Portland, Ore., 1905
- Jamestown Tercentennial Exposition, Jamestown, 1907
- Ohio Valley Exposition, Cincinnati, 1910
- Hudson-Fulton Tercentennial, New York, 1914
- Sesqui-Centennial Exposition, Philadelphia, 1926
- A Century of Progress Exposition, Chicago, 1933

## FOREIGN EXPOSITIONS

- Exposition Universelle, Paris, 1889
- Exposition Universelle, Paris, 1900
- Glasgow International Exposition, Glasgow, 1901
- Osaki Exposition, Osaki, Japan, 1903
- Dominion Industrial Exposition, Halifax, 1906
- International Exposition, Milan, 1906
- International Book & Paper Exposition, Paris, 1907
- Hors-Concours Exposition Universelle, Brussels, 1910
- Milan Exposition, Milan, 1911
- Exposicao-International, Rio de Janeiro, 1923
- British Empire Exposition, Wembley, 1924
- British Empire Exposition, Wembley, 1925
- Exposition des Arts Decoratifs, Paris, 1925
- Barcelona Exposition, Barcelona, 1929



New York  
1884



St. Louis  
1904



Atlanta  
1895



Portland, Ore.  
1905



Paris  
1900



Jamestown  
1907



Buffalo  
1901



Rio de Janeiro  
1923



London  
1924



Barcelona  
1929



Philadelphia, 1926

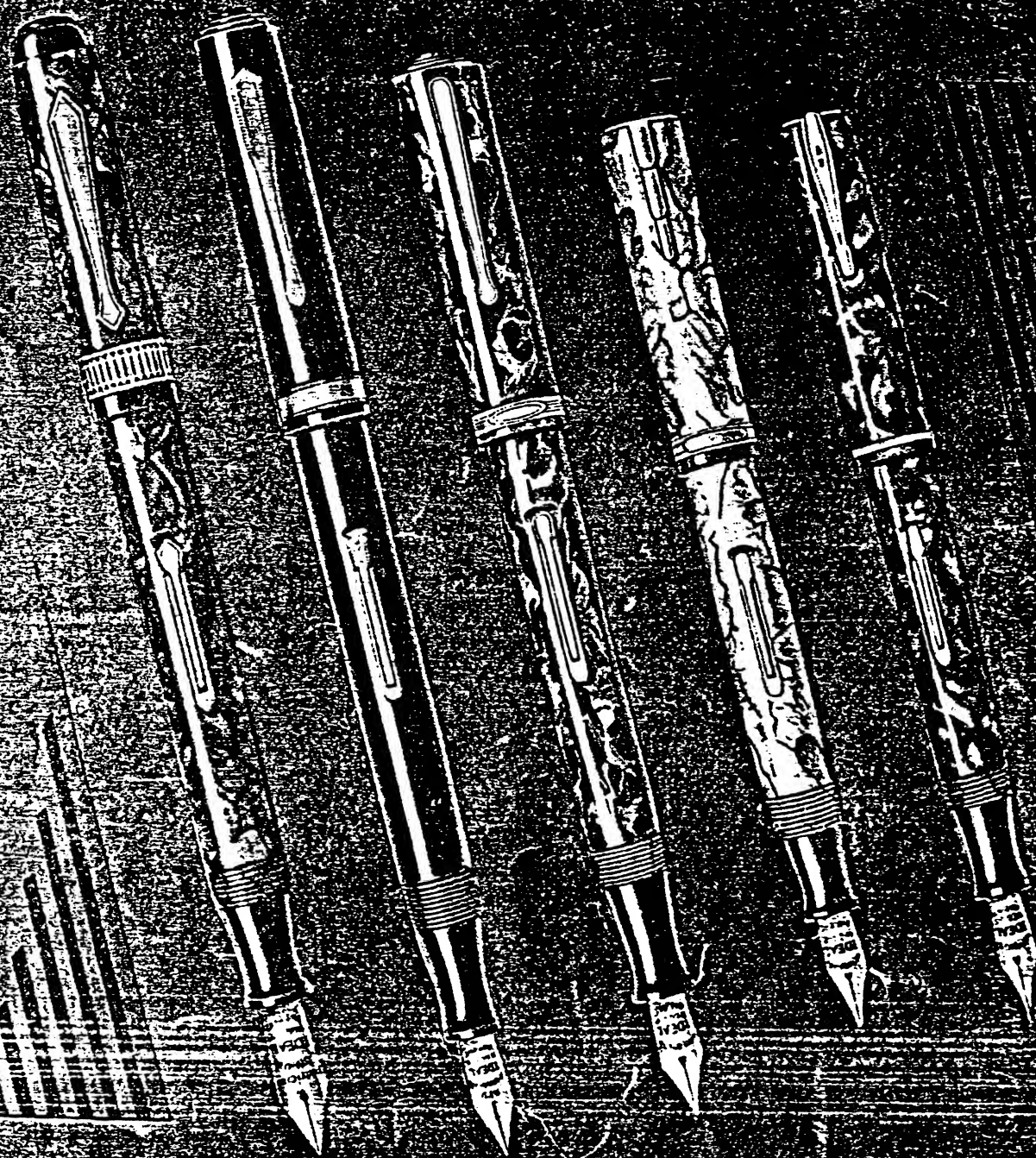


New York, 1914

Chicago, 1892



*Some Watermans of Today*



*The Ultimate in Design  
and Writing Perfection*